

WHAT IS CLAIMED IS:

1. An image forming apparatus, comprising:  
an image carrier;  
charging means for charging said image carrier  
5 and residual toner on said image carrier;  
charging bias applying means adapted for  
regulating a charging bias applied to said charging  
means;  
electrostatic image forming means for forming  
10 an electrostatic image on said image carrier charged  
by said charging means;  
developing means for collecting the residual  
toner on said image carrier and visualizing said  
electrostatic image;  
15 developing bias regulating means for regulating  
a developing bias applied to said developing means;  
image ratio calculating means for calculating  
an image ratio on the basis of the electrostatic  
image formed on said image carrier; and  
20 regulating means for regulating a contrast  
potential between the developing means collecting the  
residual toner and said image carrier on the basis of  
a calculation result of said image ratio calculating  
means.
- 25 2. The apparatus according to claim 1, wherein  
said regulating means regulates the charging bias

applied by said charging bias applying means.

3. The apparatus according to claim 1 or 2,  
wherein said developing means has a magnetic brush  
5 comprising at least magnetic carriers and toner and  
said magnetic brush is in contact with said image  
carrier.

4. The apparatus according to claim 3, wherein  
10 a surface rotational moving direction of said image  
carrier differs from a rotating direction of the  
developer carrier carrying said magnetic brush.